

**Draft Agenda**  
**SWIFT IV**  
**SBIR/STTR Where Innovation Focuses Technology**  
Salt Lake City, UT  
Salt Lake City Community College  
Larry H. Miller Campus  
Friday, September 19

**Morning Session**

7:30 – 8:00	Registration-Continental Breakfast
8:00 – 8:15	Introduction and Welcome
8:15 – 8:30	Keynote Speaker (TBA)
8:30 – 9:00	<b>SBIR Overview</b> -Steve Guilfoos – Air Force
9:00 – 9:15	Kenneth Lassmann - NASA
9:15 – 9:30	John Williams - Navy
9:30 – 9:45	Otho (Buddy) H. Thomas, Jr./ MAJ Robert Miceli - Army
9:45 – 10:00	Steve Guilfoos – Air Force
10:00 – 10:30	<b>Break</b>
10:30 – 10:45	Sara Nerlove - National Science Foundation (NSF)
10:45 – 11:00	Terry Payne, Ph.D., P.E. – Department of Energy (DOE)
11:00 – 11:15	JoAnne Goodnight - National Institutes of Health (NIH)
11:15 – 11:30	Derrick Riddle - National Imagery and Mapping Agency (NIMA)
11:30 – 11:45	Joe Henebury - Department of Transportation (DOT)
11:45 – 12:00	Conclusion (TBA)
12:00 – 1:00	Lunch/SBIR Program Managers depart

**AFTERNOON SESSION, PAGE 2**

### **Afternoon session**

1:15 – 2:00                    **SBIR Program Overview**

2:00 – 2:45                    **The SBIR/STTR Program - Is It Right for Your Company?**  
This section will present key considerations for candidates. SBIR and STTR are not right for every company or every technology. Our goal here is to help the candidates recognize this and begin to decide whether the programs can work for them.

2:45 – 3:00                    **Break**

3:00 – 4:00                    **Getting Ready to Write**  
This section begins with a discussion of doing background research (homework). It also includes a role-play on talking to program managers as well as an introduction to developing a white paper.

4:00 – 5:00                    **Fundamentals of the Proposal-Writing Process**  
This section describes a set of four preliminary proposal products that form the foundation of the proposal. It then focuses on critical content of key sections of the proposal as well as general rules and guidance for proposal preparation. It also includes tips on how to avoid losing.

### **One on One Session A**

9:00 – 10:15                    **Group A**

DOT  
NIH  
NSF  
DOE  
NIMA

### **One on One Session B**

10:45 – 12:00                    **Group B**

Army  
Navy  
Air Force  
SOCOM